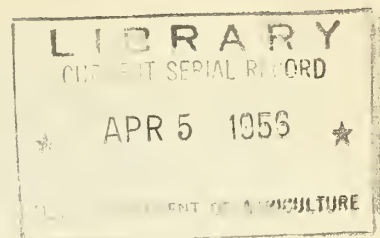


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Consumer PURCHASES OF FRUITS AND JUICES



in MARCH

1955



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

April 1955

CPFJ-6

PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

A committee of the Florida Industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice, and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES IN MARCH 1955

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Householders' purchases of frozen concentrated juices and ades during March 1955 were larger than a year earlier. Purchases of frozen concentrate for lemonade were about two-fifths larger than during March 1954.

Increased purchases in March 1955, compared to a year earlier, were reported for these juices: canned single-strength orange, orange-grapefruit blended, pineapple, and prune. On the other hand, purchases of grapefruit, grape, and tomato juices were lower than a year earlier.

On a fresh equivalent basis, total consumer purchases of oranges, grapefruit, lemons, and their products during March 1955 were from 6 to 8 percent lower than a year earlier. This decrease resulted primarily from smaller purchases of fresh citrus fruits.

Purchases of tangerines during March 1955, however, were about a fifth larger than a year earlier.

Prices reported paid by householders in March 1955 were slightly to moderately higher for fresh oranges and grapefruit than a year earlier. Lower prices were reported paid for lemons and tangerines.

Prices averaged lower for all canned juices covered in this survey except grapefruit and tomato juices, which were somewhat higher.

Consumers paid about the same price as a year earlier for frozen concentrated grape juice and canned single-strength orangeade. Lower prices prevailed for frozen concentrate for lemonade, while higher prices were paid for frozen concentrated orange juice and shelf-pack concentrate for orangeade.

FROZEN JUICES AND ADES

Householders purchased a slightly larger quantity of frozen concentrated juices in March 1955 than a year earlier, but purchases were slightly lower than during the preceding month. The proportion of the Nation's families (31.3 percent) that purchased frozen concentrated juice in March 1955 was about the same as in March a year earlier.

Slightly more frozen concentrated orange juice was purchased by consumers in March 1955 than a year earlier. Almost 30 percent of U. S. families reported purchasing this product in March 1955, a slightly larger proportion than a year earlier, but lower than in the preceding month, February 1955. Prices reported paid by householders for frozen concentrated orange juice averaged 15.0 cents per 6-ounce can, about 1.5 cents higher than a year earlier. This is the first month in the 1954-55 marketing season in which consumers reported paying higher prices than in the corresponding month a year earlier (table 2).

Purchases of frozen concentrated grape juice by householders during March 1955 were slightly larger than a year earlier. The increase appears to have resulted from a slight increase in the proportion of U. S. families buying this product. Householders reported paying about the same price for a 6-ounce can of frozen concentrated grape juice in March 1955 as a year earlier (table 2).

Consumers purchased about two-fifths more frozen concentrate for lemonade during March 1955 than a year earlier. From October 1953 to date, monthly purchases of frozen concentrate for lemonade by household consumers have been, with few exceptions, larger than in the same month a year earlier. The increase in purchases during March 1955 as compared to a year earlier was the result of purchases by more families as well as purchases of larger quantities by buying families. Prices paid by consumers averaged 15.5 cents a 6-ounce can--almost 2 cents lower than a year earlier (table 2).

Household purchases of shelf-pack concentrate for orangeade during March 1955 were moderately lower than a year earlier. They increased, however, from the level established in the winter months. Consumers reported paying an average of 16.8 cents for a 6-ounce can during March as compared to 16.2 cents in March 1954 (table 2).

The quantity of canned single-strength orangeade purchased by householders during March 1955 was practically unchanged from a year earlier. Although the proportion of U. S. families reporting purchases of this product was slightly higher than a year earlier, the average amount purchased per buying family was lower during March 1955 than a year earlier. Prices paid were almost unchanged from a year earlier (table 1).

CANNED JUICES

Householders reported increased purchases of canned single-strength orange, pineapple, prune, and orange-grapefruit blended juices in March 1955 compared with March a year earlier. Purchases of lemon juice were unchanged, while smaller purchases were reported for grapefruit, grape, and tomato juices. Prices paid by the consumers averaged lower for all canned juices except grapefruit and tomato, which were somewhat higher (table 1).

Household purchases of canned single-strength orange juice in March were about a tenth larger than in March 1954. Although the percentage of families buying orange juice in March 1955 remained unchanged from March a year ago, the purchases per family increased. Prices reported paid for orange juice in March averaged 29.5 cents a 46-ounce can, the lowest since January 1953. At this price, consumers paid about a cent more than the average price paid for the equivalent amount of reconstituted frozen concentrated orange juice (table 1).

Consumers bought less canned single-strength grapefruit juice in March 1955 than a year earlier. Prices paid averaged 2 cents a 46-ounce can higher. Compared with March a year ago, fewer families bought grapefruit juice and purchases per buying family were smaller.

During March 1955, household purchases of orange-grapefruit blended juice exceeded those of March a year ago by about a fifth and were the largest reported since June 1954. Prices reported paid were the lowest since April 1954. About the same number of families bought this product compared with March a year ago, but the average volume purchased per buying family rose about 10 percent (table 1).

Canned and bottled lemon juice purchases in March 1955 were unchanged from a year ago. Prices reported paid by consumers also remained about the same.

Household purchases of canned pineapple juice in March showed the largest relative rise in volume, compared with a year earlier, of any of the canned single-strength juices. More families bought this juice and those buying purchased larger quantities. Prices paid for pineapple juice averaged 4 cents a 46-ounce can lower than in March a year earlier.

Household consumers bought slightly less tomato juice in March 1955 than in March 1954. Prices paid by the consumers were up almost a cent a 46-ounce can. Fewer families purchased this juice in March, but the average purchases of families buying remained unchanged.

Purchases of prune juice were slightly above March a year ago. Prices paid were about the same. Grape juice purchases were down from March a year ago. Prices were slightly lower.

FRESH CITRUS FRUIT

Consumers bought fewer fresh oranges during March 1955 than in the same month a year ago (fig. 1). Purchases of Florida oranges were down more than a fifth, while purchases of California-Arizona oranges dropped about 5 percent. Prices paid for Florida oranges in March were almost 2-1/2 cents a dozen higher than in March 1954. On the other hand, consumers paid almost 3 cents a dozen less for California-Arizona oranges (fig. 3).

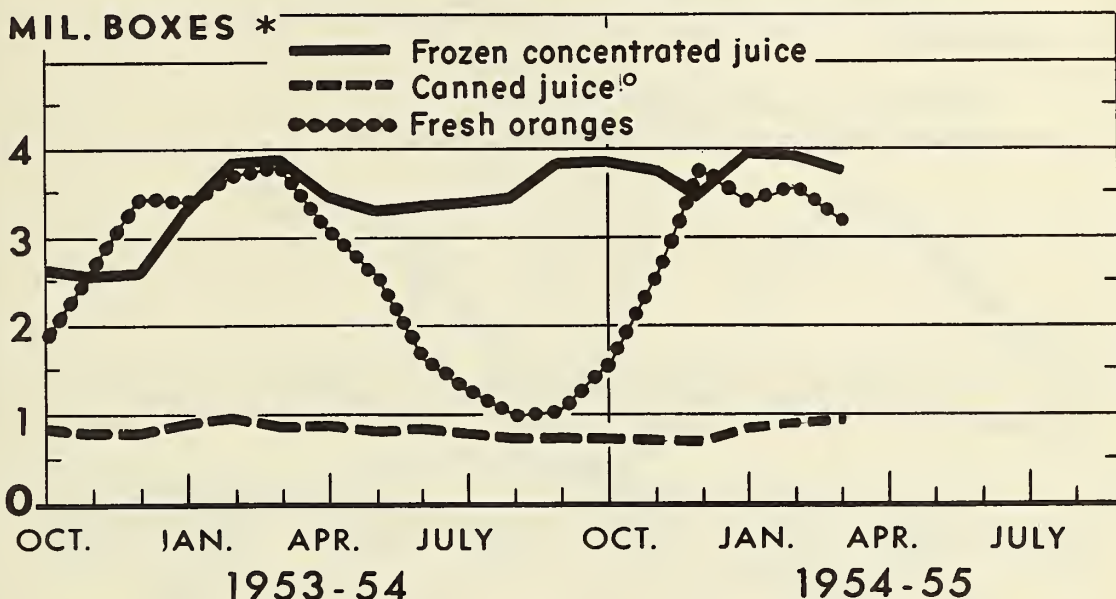
Decreased purchases of fresh oranges resulted from fewer families buying as well as smaller purchases by buying families during March 1955 (table 3).

Householders' purchases of fresh grapefruit in March were down somewhat from March 1954. About 32 percent of the Nation's families purchased grapefruit during March 1955 as compared to about 37 percent a year earlier. Prices paid during March for grapefruit averaged 5 cents a dozen higher than in the same month a year ago.

The volume of fresh lemons purchased was down somewhat compared with March 1954. Prices reported paid by households averaged about 3 cents a dozen lower than in March a year ago. Fewer families bought lemons during March but their purchases averaged slightly higher than in this month a year ago (table 3).

Consumers purchased about 100,000 boxes of tangerines in March as the season came toward an end. Prices reported paid for tangerines in March averaged 27 cents a dozen--down 14 cents a dozen from March a year ago.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

¹⁰ INCLUDES 1/2 OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1273-55 (4) AGRICULTURAL MARKETING SERVICE

Figure 1

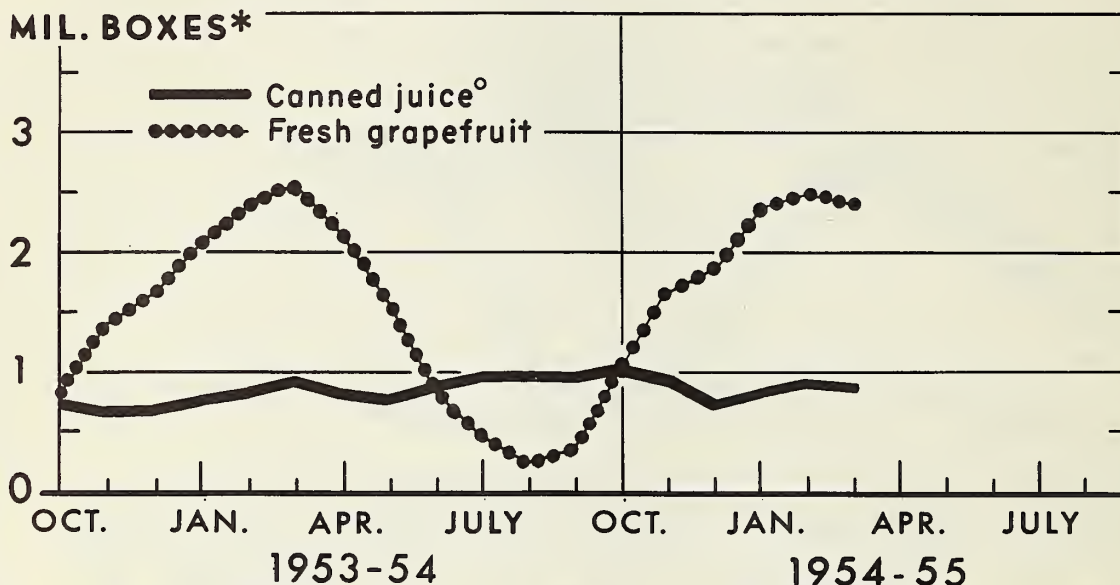
Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1953 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice ^{1/}		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,574	1,825	3,350	2,633	722	809	6,146	5,267
November	2,518	2,626	3,769	2,559	713	773	7,000	5,958
December	3,764	3,459	3,436	2,591	711	773	7,961	6,823
October-December ^{2/}	8,612	8,552	11,917	8,307	2,299	2,555	22,828	19,475
January	3,400	3,383	3,984	3,326	830	891	8,214	7,600
February	3,555	3,702	3,343	3,255	897	955	8,424	8,500
March	3,181	3,803	3,972	3,385	912	826	7,868	8,521
October-March ^{2/}		20,371		20,436		5,491		46,348
April		3,096		3,439		862		7,417
May		2,585		3,255		794		6,664
June		1,632		3,336		821		5,789
October-June ^{2/}		23,215		31,396		8,220		67,031
July		1,293		3,399		795		5,487
August		996		3,462		721		5,181
September		1,011		3,343		730		5,584
Season ^{2/}		31,759		42,995		10,674		85,428

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT ^o INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES
 SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1274-55 (4) AGRICULTURAL MARKETING SERVICE

Figure 2

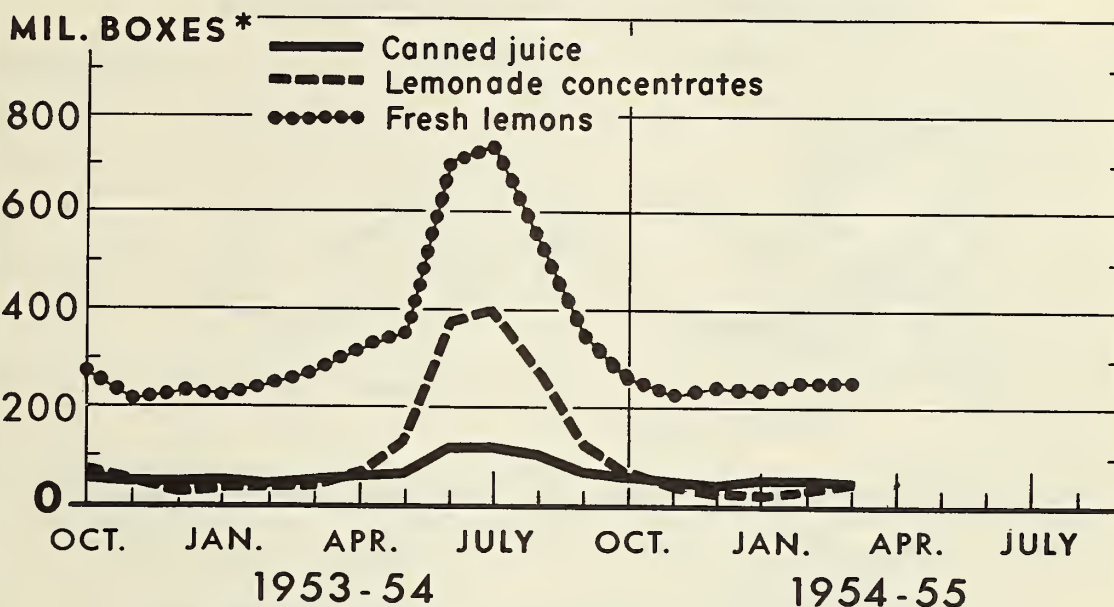
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1953 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice ^{1/}		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	boxes	boxes	boxes	boxes	boxes	boxes
October	1,000	1,000	1,000	1,000	1,000	1,000
November	1,053	836	1,037	724	2,090	1,560
December	1,694	1,411	911	665	2,605	2,076
October-December ^{2/}	1,895	1,633	725	676	2,620	2,364
	5,121	4,331	2,847	2,191	7,968	6,522
January	2,330	2,092	882	745	3,212	2,837
February	2,498	2,332	907	802	3,405	3,134
March	2,387	2,579	887	915	3,274	3,494
October-March ^{2/}		12,027		4,571		16,898
April		2,122		811		2,933
May		1,561		767		2,328
June		926		842		1,668
October-June ^{2/}		16,858		7,431		24,289
July		442		989		1,431
August		237		986		1,223
September		343		977		1,325
Season ^{2/}		17,933		10,634		28,567

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1275-55 (4) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1953 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total*	
					Frozen		Total 2/			
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	252	274	54	54	51	64	59	67	365	395
November	225	213	49	47	35	39	37	41	311	301
December	243	232	44	43	27	25	29	26	316	301
October-December 3/	735	774	161	153	120	135	132	141	1,078	1,038
January	234	223	51	49	26	29	27	32	312	304
February	251	246	48	42	29	27	31	32	330	320
March	252	278	46	50	41	33	43	35	341	353
October-March 3/		1,591		303		231		243		2,147
April		321		60		55		61		442
May		352		67		124		135		554
June		706		119		346		378		1,203
October-June 3/		3,076		577		823		897		4,552
July		738		120		373		399		1,257
August		545		102		241		266		913
September		352		61		111		121		534
Season 3/		4,343		681		1,622		1,749		7,473

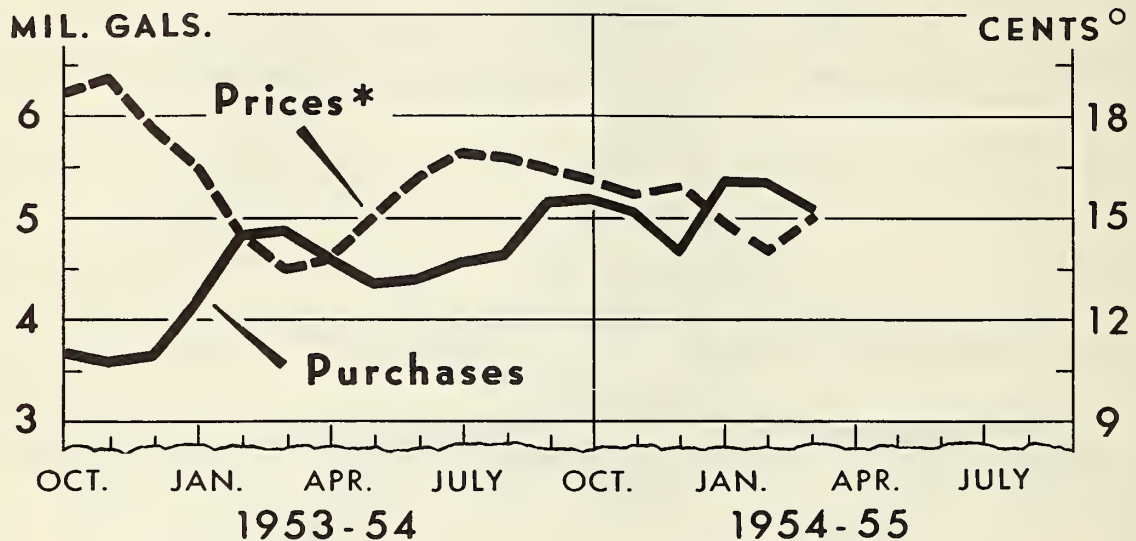
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER 6 OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1276-55 (4) AGRICULTURAL MARKETING SERVICE

Figure 4

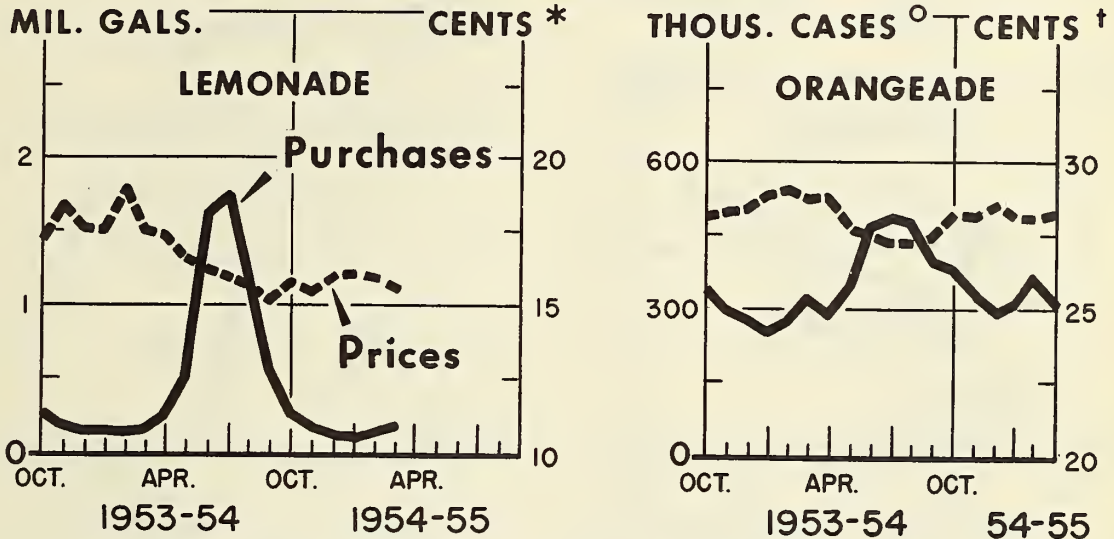
Frozen concentrated orange juice: consumer purchases and average price paid, October 1953 to date

Period	Purchases		Average price per 6 oz. can	
	1954-55	1953-54	1954-55	1953-54
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	5,161	3,638	15.1	15.6
November	5,052	3,584	15.7	19.1
December	4,673	3,629	15.9	17.7
October-December 1/	15,974	11,715		
January	5,377	4,189	14.9	16.5
February	5,360	4,840	14.0	14.6
March	5,094	4,893	15.0	13.4
October-March 1/		26,981		
April		4,570		13.0
May		4,339		15.1
June		4,407		16.2
October-June 1/		41,393		
July		4,556		16.9
August		4,641		16.8
September		5,152		16.4
Season 1/		56,941		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA
* PER 6 OUNCE CAN ° EQUIVALENT CASES OF 24 #2'S † PER 46 OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1277-55 (4) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1953 to date

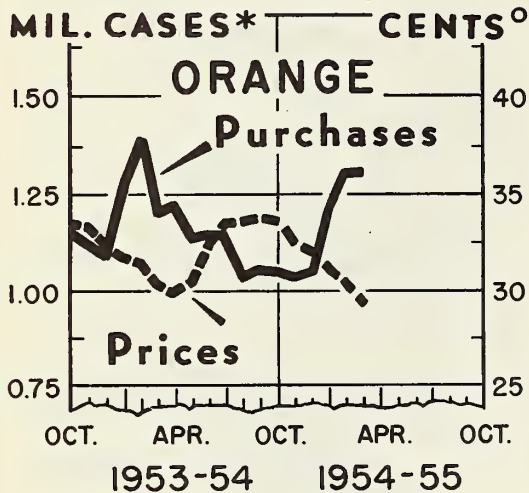
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000	1,000			1,000	1,000		
	<u>gallons</u>	<u>gallons</u>	<u>Cents</u>	<u>Cents</u>	<u>cases 1/</u>	<u>cases 1/</u>	<u>Cents</u>	<u>Cents</u>
October	244	267	15.7	17.2	373	336	28.2	28.1
November	167	162	15.4	16.4	326	295	28.1	28.2
December	127	102	16.0	17.5	290	274	28.5	28.3
October-December 2/	568	559			1,070	966		
January	121	121	16.2	17.5	306	254	28.1	28.8
February	136	114	15.9	18.9	361	272	28.0	29.0
March	194	139	15.5	17.4	311	317	28.2	28.7
October-March 2/		956				1,922		
April		230		17.3		235		28.9
May		514		16.5		350		27.7
June		1,638		16.2		464		27.4
October-June 2/		3,540				3,150		
July		1,769		15.9		403		27.2
August		1,172		15.7		478		27.2
September		525		15.1		390		27.3
Season 2/		7,303				4,633		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

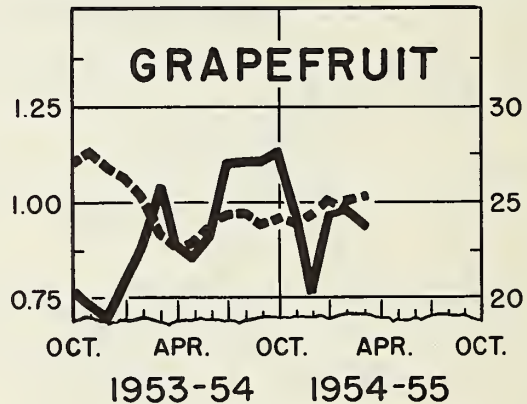
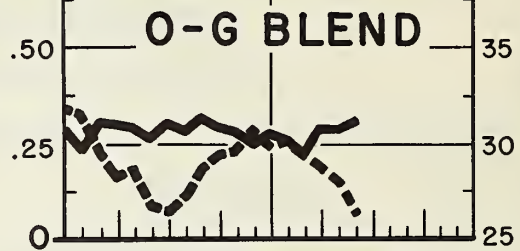
Consumer Purchases
and Prices Paid



*EQUIVALENT CASES OF 24#2's

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

MIL. CASES* — CENTS°



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1278-55 (4) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1953 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price per 46 oz. can		Purchases		Average price per 46 oz. can		Purchases		Average price per 46 oz. can	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	1,054	1,155	33.4	33.4	1,127	764	24.1	27.1	276	295	29.9	31.8
November	1,043	1,128	32.4	33.3	978	721	24.0	27.6	267	233	30.1	31.6
December	1,056	1,087	32.0	32.2	767	695	24.6	26.9	235	314	29.4	29.4
October-December 2/	3,381	3,618			3,060	2,323			824	914		
January	1,212	1,285	31.0	31.7	952	804	25.1	26.1	285	300	28.6	28.1
February	1,321	1,391	30.4	31.3	984	880	24.6	25.2	283	294	28.1	28.5
March	1,326	1,203	29.5	30.1	939	1,041	25.2	23.3	322	262	26.5	26.8
October-March 2/		7,832				5,306				1,352		
April		1,225		29.8		884		22.5		310		26.3
May		1,133		30.3		845		22.9		274		27.2
June		1,149		32.2		913		23.3		329		28.5
October-June 2/		11,667				8,119				2,825		
July		1,146		33.5		1,103		24.2		284		29.6
August		1,032		33.5		1,105		24.3		274		29.5
September		1,058		33.8		1,106		23.8		249		30.7
Season 2/		15,201				11,710				3,712		

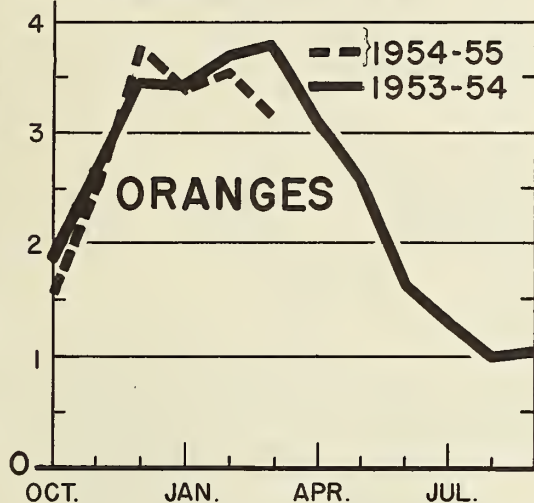
1/ Equivalent cases of 24 No. 2 cans—432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH CITRUS FRUIT

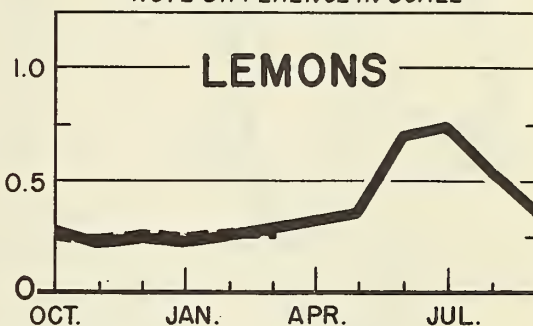
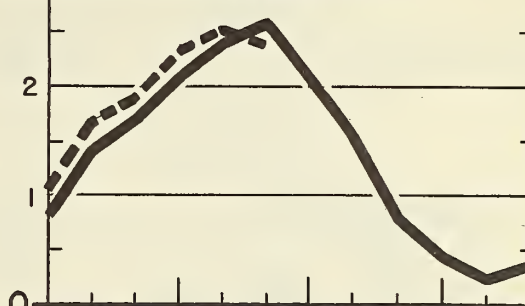
Consumer Purchases

MIL. BOXES



MIL. BOXES

GRAPEFRUIT



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1279-55 (4) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1953 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000	1,000			1,000	1,000			1,000	1,000		
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,574	1,325	45.6	37.5	1,053	836	92.8	91.5	252	274	45.1	45.8
November	2,518	2,626	35.0	34.7	1,694	1,411	78.4	83.4	225	213	46.8	46.6
December	3,764	3,459	35.1	36.7	1,895	1,688	74.9	82.5	243	232	45.0	47.0
October-December 1/	8,612	8,552			5,121	4,331			785	774		
January	3,400	3,383	37.1	37.6	2,330	2,092	74.2	78.2	234	223	46.2	47.5
February	3,555	3,702	37.3	38.1	2,498	2,382	73.4	73.9	251	246	44.0	46.0
March	3,181	3,808	39.8	38.8	2,387	2,579	78.4	73.4	252	278	42.9	45.8
October-March 1/		20,371				12,027				1,591		
April		3,096		41.2		2,122		77.9		321		43.8
May		2,585		44.2		1,561		83.0		352		43.7
June		1,632		47.6		826		90.0		706		44.1
October-June 1/		28,215				16,858				3,078		
July		1,293		50.1		442		97.9		738		42.7
August		990		54.1		237		110.4		545		42.5
September		1,011		54.2		348		105.5		352		43.2
Season 1/		31,759				17,933				4,843		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

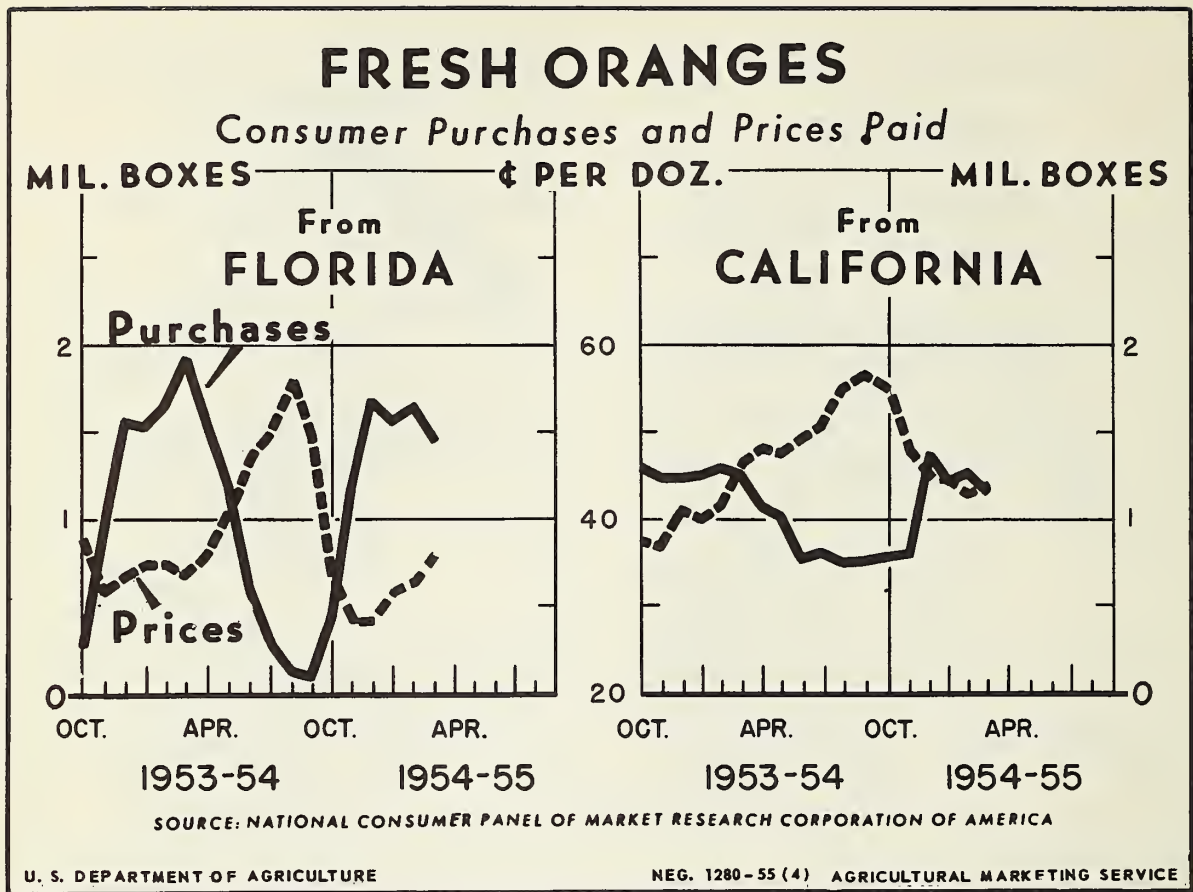


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1953 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	455	267	33.3	37.4	789	1,317	54.9	37.4
November	1,194	1,001	28.1	31.9	809	1,226	47.8	36.9
December	1,694	1,578	28.3	33.2	1,374	1,227	44.5	41.0
October-December 1/	3,660	3,141			3,271	3,999		
January	1,560	1,529	31.4	34.6	1,234	1,236	44.4	40.1
February	1,632	1,671	32.7	34.9	1,261	1,307	43.0	41.7
March	1,471	1,921	35.8	33.4	1,170	1,245	43.8	46.5
October-March 1/		8,679				8,128		
April		1,537		35.6		1,061		48.6
May		1,166		41.1		1,010		47.1
June		600		47.0		763		49.2
October-June 1/		12,220				11,167		
July		291		49.7		806		50.9
August		112		55.8		740		54.9
September		76		49.5		769		56.4
Season 1/		12,717				13,676		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.- Canned single-strength juices and ades: U. S. total consumer purchases and average price
March 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1955	1954	1955	1954	Purchases		Quantity per purchase			1955	1954
					1955	1954	1955	1954			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	11.8	11.9	1,326	1,203	1.7	1.7	59.5	57.8	46	29.5	30.1
Grapefruit	8.4	9.2	939	1,041	1.6	1.6	62.0	71.4	46	25.2	23.3
Orange & g&ft. blend	3.2	3.2	322	262	1.5	1.4	60.0	57.6	46	26.5	26.8
Lemon	2.3	2.4	43	43	1.3	1.3	13.2	14.6	5-1/2	13.1	13.3
Grape	4.3	5.0	186	205	1.3	1.4	29.6	29.5	24	33.9	34.4
Pineapple	14.8	14.2	1,402	1,139	1.5	1.4	56.4	54.2	46	27.6	31.7
Prune	7.5	7.5	576	541	1.8	1.7	37.8	35.6	32	32.7	32.9
Tomato	19.1	21.2	1,821	1,896	1.6	1.7	54.8	51.3	46	26.7	26.0
Total 2/	48.7	50.1	7,350	7,058	2.6	2.8	51.4	50.2			
Canned ades											
Orangeade	2.8	2.5	311	317	1.7	1.8	58.8	62.4	46	28.2	28.7

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

National Consumer Panel of Market Research Corporation of America.

Table 2.- Frozen concentrated juices and ades: U. S. total consumer purchases and average price,
March 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1955	1954	1955	1954	Purchases		Quantity per purchase			1955	1954
					1955	1954	1955	1954			
	Percent	Percent	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Frozen concentrated juices											
Orange	29.7	29.4	5,094	4,893	2.3	2.4	20.0	20.6	6	15.0	13.4
Grape	4.4	4.1	305	292	1.6	1.7	11.9	11.3	6	21.2	21.4
Other concentrates	1/	1/	238	206	1/	1/	13.4	12.3	6	14.6	16.1
Total	31.3	31.7	5,637	5,391	2.5	2.6	18.9	19.4			
Concentrated ades											
Frozen											
Lemonade	2.5	2.2	194	139	1.4	1.4	14.8	13.0	6	15.5	17.4
Shelf pack											
Orangeade	1.3	1.2	129	142	1.6	1.7	16.3	14.9	6	16.8	16.2

1/ Information not available.

National Consumer Panel of Market Research Corporation of America.

Table 3.- Fresh citrus fruit: U. S. total consumer purchases and average price,
March 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1955	1954	1955	1954	1955	1954	1955	1954	1955	1954
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona	21.8	23.3	1,170	1,245	1.8	2.1	12.8	12.0	43.8	46.5
Florida	21.8	24.5	1,471	1,921	2.0	2.3	13.9	14.2	35.8	33.4
Unidentified	11.2	13.0	483	584	1.6	1.6	11.7	11.7	39.4	38.8
Total 1/	46.4	49.2	3,181	3,808	2.2	2.5	13.0	12.9	39.8	38.8
Grapefruit										
California-Arizona	3.6	4.5	203	274	1.6	1.7	5.2	6.2	78.3	64.5
Florida	18.8	21.2	1,315	1,517	2.0	2.2	5.3	5.4	79.7	75.1
Unidentified	11.8	12.3	660	629	1.6	1.6	5.3	5.0	78.0	75.4
Total 1/	32.2	36.6	2,387	2,579	2.1	2.2	5.3	5.4	78.4	73.4
Tangerines	2.0	2.0	100	83	1.4	1.7	14.1	9.7	27.1	41.1
Lemons	19.5	22.9	252	278	1.5	1.6	6.3	5.6	42.9	45.8
Total 2/	61.5	65.0	5,920	6,748	3.3	3.8	9.6	9.3	46.4	46.1

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruit.

GPO 891088

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